



Sierra Nevada Brewing Company  
Chico, CA 95928

**9:00 AM Welcome**

Ken Grossman, President of Sierra Nevada Brewing Company

**Shasta Forward video**

**9:15 AM Beyond the Map: The Promise of the Rural-Urban Connections Strategy**

The Sacramento Regional Blueprint has become an economic development strategy for urban areas, and similarly the Rural-Urban Connections Strategy will be an economic, as well as environmental sustainability strategy for rural areas. Learn about how one region has moved beyond their Blueprint to address growth and sustainability objectives with a rural focus.

Mike McKeever, SACOG

**9:45 AM What Blueprint Planning Will Mean for the Sacramento Valley**

Blueprint planning processes may change regional land use, transportation, and air quality planning throughout the state, and right now, in the Sacramento Valley region multiple counties are developing their own Blueprints for growth. Panelists will share the status and the potential of Blueprints in their counties.

Tim Snellings, Butte County Development Services  
Mardy Thomas, Glenn County Planning Agency  
Dan Wayne, Shasta County Planning Agency

**10:30 AM Mapping Natural and Cultural Assets**

The process of mapping is an amazing tool that can be utilized to interpret and predict patterns throughout the region. Our panelists will speak on their experiences utilizing mapping to go beyond land use patterns and address issues related to the regional assets of the Sacramento Valley.

Xavier Tito Cervantes, California Department of Water Resources  
Mike McCoy, Information Center for the Environment ICE  
Heidi Ogle, CSU Chico graduate student in Geography & Planning

**11:30 AM** **The Valley's Future Should Not Be Taken Lightly...** Unless you're Jim Pelley, a former stand-up comedian and contributing writer for the original Saturday Night Live Show, who will speak about how creativity and cooperation converge when humor influences group dynamics and the ability to collaborate.

Jim Pelley, LaughterWorks

**12:15 PM** **Lunch, featuring some of the best food in the Valley**

**1:00 PM** **The State of Education and Youth Preparedness in the Valley**  
The Great Central Valley Indicators Series annually visits a topic of particular importance to the state of the Valley. Learn what the just released education and youth preparedness report reveals about the state of education and youth in the Sacramento Valley.

Lila McIver, Great Valley Center  
Ken Meier, Butte College

**1:30 PM** **Your Valley, Your Choice: Where Do We Go From Here?**  
Using interactive technology express your opinion, and find out what others think, about models for the future of the region.

Mike McCoy, Information Center for the Environment ICE  
Kendall Flint, PMC

**2:00 PM** **Local Impacts of California's Global Warming Solutions Act (AB32)**  
AB32 is California's landmark bill that has been established to create the world's first comprehensive program of regulatory and market mechanisms to achieve real, quantifiable, cost-effective reductions of greenhouse gases. How will AB32 impact local communities? Our panelists will give an overview of the bill, implications for local government, and discuss early actions local governments are taking in anticipation of implementation of AB32.

Louise Bedsworth, Public Policy Institute of California  
Wesley Look, ICLEI Local Governments for Sustainability  
Ann Schwab, Vice Mayor, City of Chico

**3:00 PM** **Environmental Tour of Sierra Nevada Brewery (optional by reservation)**  
The location of our forum features one of the most advanced plants for energy efficiency and green practices. Get a behind the scenes look at brewing with the environment in mind.

Cheri Chastain, Sierra Nevada Brewing Company

**3:45 PM** **Drive home carefully; See you next year!**

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